



CITY GOVERNMENT OF SAN JUAN

PUBLIC-PRIVATE PARTNERSHIP FRAMEWORK MAKABAGONG SAN JUAN ECONOMIC HOUSING PROJECT

**PRESENTATION TO LIVEABLE CITIES
MARCH 5, 2026**

MAYOR FRANCIS ZAMORA



WHY PPP?



1

RAPID URBANIZATION IN SAN JUAN CITY

2

LIMITED LAND AREA; HIGH DENSITY

3

FISCAL CONSTRAINTS VS. CAPITAL-INTENSIVE INFRASTRUCTURE NEEDS

4

NEED FOR TIMELY, SCALABLE, AND SUSTAINABLE INFRASTRUCTURE DELIVERY

KEY STRATEGY

Utilize Public-Private Partnership (PPP) under the new legal framework

LEGAL FRAMEWORK



PUBLIC-PRIVATE PARTNERSHIP CODE OF THE PHILIPPINES (RA 11966)

ENACTED: DECEMBER 5, 2023 | IRR APPROVED: MARCH 21, 2024

The PPP Code institutionalized:

- Clear procedures for unsolicited proposals
- Comparative challenge mechanisms
- Defined roles of LGUs and PPP bodies
- Stronger transparency and compliance safeguards

INSTITUTIONAL STRUCTURE IN SAN JUAN

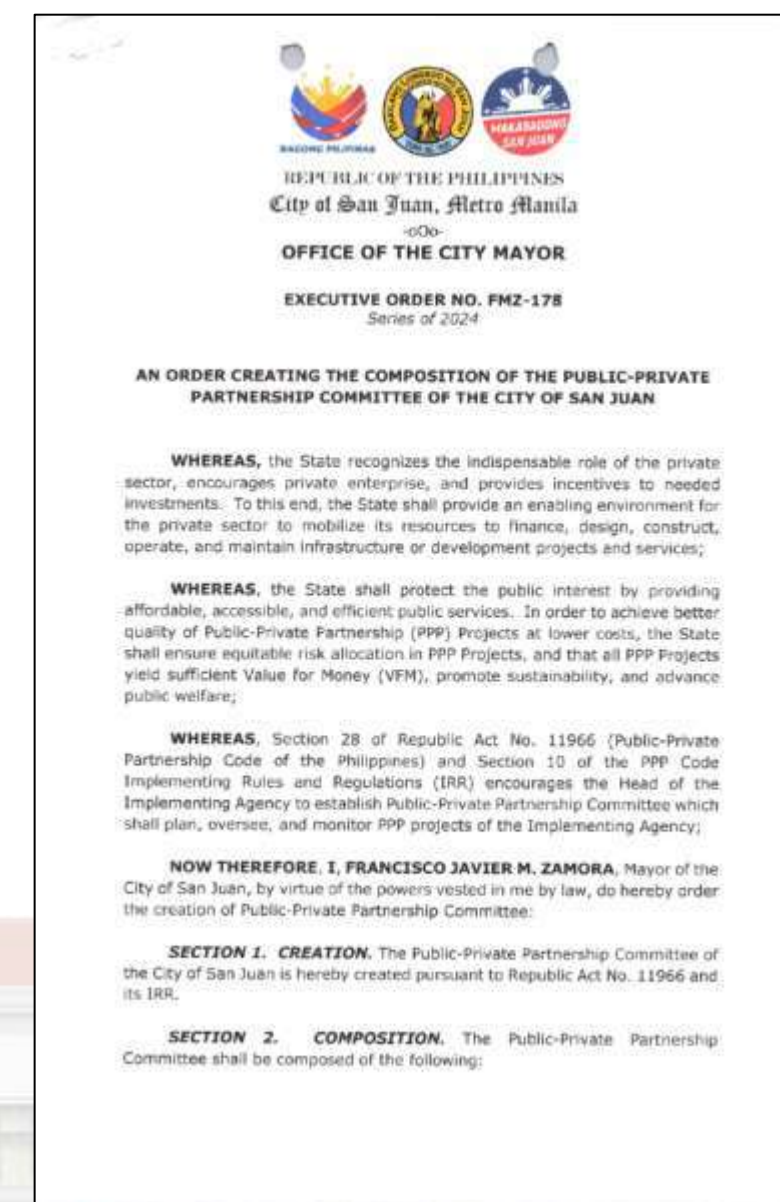


EXECUTIVE ORDER MFZ NO. 178 (2024)

Creation of the City PPP Committee

Mandate:

- Plan, oversee, and monitor PPP projects
- Ensure compliance with national PPP laws
- Align projects with the City Development Plan



All PPP initiatives undergo committee review and oversight.

THE PROJECT



MAKABAGONG SAN JUAN ECONOMIC HOUSING PROJECT

Proposed via **UNSOLICITED PROPOSAL**

Proponent: **Zeta World Realty, Inc.**

PPP modality selected due to:

- Capital-intensive requirements
- Long-term operational components
- Limited budget space under AIP

STEP 1



SUBMISSION & COMPLETENESS CHECK

The Proponent submitted to the PPP Center for completeness check under Section 10(a) of the PPP Code

Documents submitted included:

- Feasibility Study
- Financial & Economic Models
- Project Parameters, Terms & Conditions
- Valuation Reports
- Draft PPP Contract
- Project Site Plan
- Qualification Documents

On August 13, 2024 — PPP Center endorsed the Project to the City



STEP 2

EVALUATION & NEGOTIATIONS

City-level evaluation focused on:

- Technical feasibility
- Legal sufficiency
- Financial viability
- Alignment with City development goals

After negotiations, the City granted

Original Proponent Status (OPS)



STEP 3

SANGGUNIAN APPROVAL

Following detailed review:

- Presentation to the Sanggunian Panlungsod
- Approval of project terms
- Authorization to proceed to Comparative Challenge

Legislative oversight ensures democratic accountability.



STEP 4

COMPARATIVE CHALLENGE

Required under PPP Code for unsolicited proposals.

Process:

- Publication of Invitation for Comparative Proposals
- Other private entities may submit competing bids
- Evaluation under identical parameters

Original Proponent retains

Right to Match

CURRENT STATUS



CREATION OF

PPP PRE-BIDS AND AWARDS COMMITTEE (PBAC)
Administrative Order FMZ No. 69 (2025)

PBAC RESPONSIBILITIES:

- Manage comparative challenge
- Issue instructions to comparative proponents
- Evaluate proposals
- Recommend award

TIMELINE

December 26, 2025
Invitation Published

February 9, 2026
Instructions to Comparative Proponents Issued

CURRENT STATUS



NEXT STEP

REVIEW BY CITY LEGAL OFFICE PRIOR TO FURTHER ACTION

IF NO COMPARATIVE PROPOSAL



IF:

- No competing proposal is submitted, OR
- Competing proposals fail minimum requirements

THEN:

- Award issued to Original Proponent
- Notice of Award released
- PPP Agreement executed

SUBJECT TO FINAL LEGAL AND FINANCIAL COMPLIANCE

IMPLEMENTATION CHALLENGES



1

NEW LEGAL FRAMEWORK

RA 11966 is newly operational.

2

INSTITUTIONAL LEARNING CURVE

- New PPP Committee
- New PPP PBAC
- Internal process alignment ongoing.

3

NO DIRECT PRECEDENT

Few comparable LGU-level unsolicited PPP housing projects under the new Code.

CITY APPROACH

DELIBERATE

COMPLIANT

TRANSPARENT

WHY THIS MATTERS



For San Juan:

- Addresses housing needs
- Maximizes limited land
- Avoids full reliance on public funds
- Ensures legal and fiscal prudence

PPP allows:

- Private capital infusion
- Technical expertise
- Long-term sustainability

BROADER PPP STRATEGY OF SAN JUAN



Beyond housing, the City is pursuing PPP for:

- PPP for Housing
- Parking Building in Agora (to also house LTO)
- Barangay-level parking buildings to reduce roadside parking
- Modernized towing operations to support traffic enforcement
- Upgrade of San Juan Medical Center to Level 3 Hospital
- Hop-On Hop-Off Electric Bus System for Tourism Circuit

PPP is positioned as

A structured urban development tool — not a shortcut

HOUSING VISION



Makabagong San Juan Housing Project City Government of San Juan

- City Government to expropriate the land
- Private Partner to pay for fees and construct the buildings



MAKABAGONG SAN JUAN PLAZA & COMMERCIAL CENTER



MAKABAGONG SAN JUAN
LEGACY



Political advertisement paid for and by: Francisco Jayfer M. Zamora, Ricklee Bldg., 156 F. Blumentritt St., Brgy. Batis, San Juan City.

MAKABAGONG SAN JUAN PLAZA & COMMERCIAL CENTER

EMISSION TEST AREA / PARKING AREA



MAKABAGONG SAN JUAN LEGACY



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BARANGAY-LEVEL PARKING BUILDING



MODERNIZED TOWING OPERATIONS



HEALTHCARE VISION



Upgrade of San Juan Medical Center:

- Facility modernization
- Equipment enhancement
- Level 3 Hospital aspiration
- Public service expansion without immediate capital strain



HEALTHCARE VISION



Animal Bite Center



Emergency Room



HEALTHCARE VISION



MRI Center



Cardiac Catheterization Laboratory



HEALTHCARE VISION



Medical Ward



Morgue with Autopsy Table



Supply Room



HEALTHCARE VISION



General Ward



Administrative Offices



HEALTHCARE VISION



Staff Quarters



Women and Child Protection Unit



HEALTHCARE VISION



Steel Parking (10-level) with Education and Training Room (at level 10)



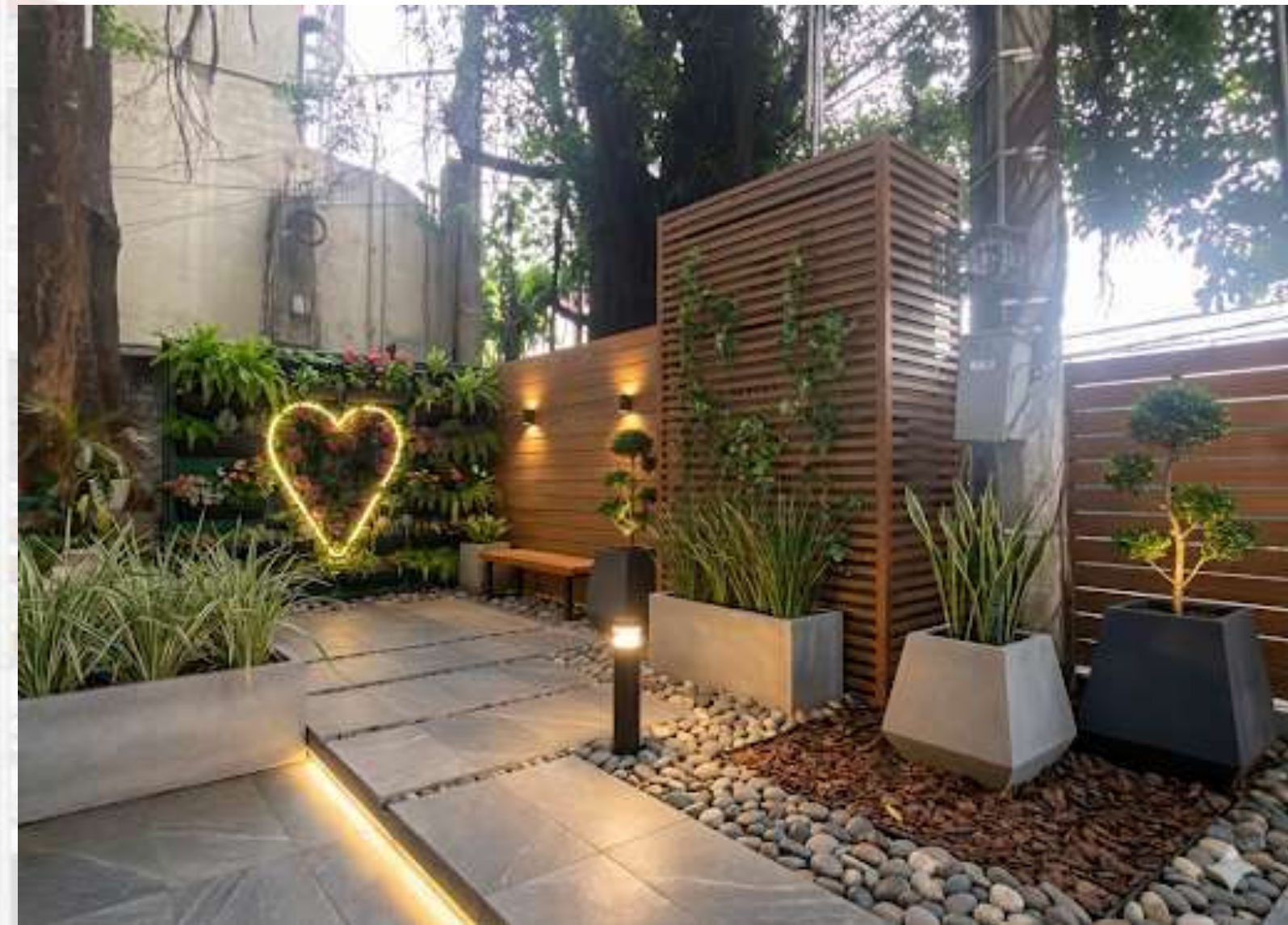
HEALTHCARE VISION



Waste Storage



Pocket Garden



HEALTHCARE VISION



Vegan Canteen



Roofdeck Garden



HEALTHCARE VISION

LIST OF EQUIPMENTS



EQUIPMENT	QUANTITY
2D ECHO MACHINE WITH STRESS ECHO, GLS, PEDIA AND ADULT PROBE	1
ANESTHESIA MACHINE	2
AUTOREFRACTOR	1
BARIATRIC WHEELCHAIR	2
BIPAP MACHINE	1
CARDIAC MONITOR W/ ARTERIAL BP MONITOR	1
CARDIAC MONITOR W/ NEONATAL PROBES	1
CARDIAC MONITORS	15
COLD BOX WITH DIGITAL THERMOMETER	1
C-PAP (FOR ADULT AND NEONATAL)	2
CPR TRAINING MANNEQUIN	2
CRYOTHERAPY (FOR OB GYNE)	1
CRYOTHERAPY (FOR REHAB PT)	1
DEFIBRILLATOR WITH CARDIAC MONITOR WITH ADULT AND PEDIA PADDLES	1
DENTAL CAUTERY MACHINE	1
DENTAL INTRA ORAL CAMERA WITH MONITOR	1
DINGMAN SKLAR MOUTH GAG COMPLETE SET	2
ELECTRO CAUTERY MACHINE	1
ELECTRIC DERMATOME W/POWER UNIT	1
ELECTRIC TILT TABLE FOR REHAB	1
EMG - NCV MACHINE	1
ENDOSCOPIC ELECTROCAUTERY DEVICE WITH ACCESSORIES (COMPATIBLE W/ ENDOSCOPY MACHINE)	1
ER TROLLEY BEDS ADULT	15
ER TROLLEY BEDS ADULT	4
ESWL MACHINE	1
EYE CHART PROJECTOR	1
FETAL HEART DOPPLER	4
FETAL MONITOR	8
FLEXIBLE BRONCHOSCOPE (WITH TOWER)	1
FLEXIBLE LARYNGOSCOPE FOR ENT (PORTABLE)	1
HIGH INTENSITY LASER THERAPY	1
HOLTER MONITOR SYSTEM W/ 6 RECORDINGS	1
HOSPITAL BED, ELECTRIC (3 CRANKS)	5
HOSPITAL BED, MECHANICAL, 3 CRANKS WITH MATTRESS	20

INFANT INCUBATOR (ISOLETTE)	2
LASER MACHINE, CO2	1
LEEP ELECTROSURGICAL UNIT	1
MAJOR SURGERY SET W/ STERILIZING TRAY	3
MECHANICAL VENTILATOR (ADULT)	5
MEDICAL REFRIGERATOR	6
MICRODEBRIDER FOR SINUS SURGERY	1
OB - TAHBSO	2
OB - CS SET	3
OB - NSD SET	4
OB -D & C SET	2
OB EXPERT ULTRASOUND MACHINE	1
OPERATING ROOM BED	3
OPERATING ROOM LIGHT PORTABLE	2
PACS (PICTURE ARCHIVING COMMUNICATION SYSTEM)	1
PATIENT LIFTER	5
PEDIA MECHANICAL VENTILATOR (WITH CPAP MODE)	2
PEDIA ULTRASOUND TRANSDUCER W/ 3 PROBES	1
PEDIATRIC BRONCHOSCOPE	1
PHOTOTHERAPY	1
PLASMA FREEZER	1
POINT OF CARE ULTRASOUND	1
PORTABLE XRAY	1
REFRIGERATED BLOOD CENTRIFUGE	1
REHAB - MULTI GYM	1
REHAB - TREADMILL	1
SKIN GRAPH MESHER KIT	1
SPIROMETER MACHINE	1
STERRAD STERILIZER MACHINE	1
SUCTION MACHINE HEAVY DUTY	11
TECAR THERAPY MACHINE	1
TRANSCUTANEOUS BILIRUBINOMETER	1
TRANSPORT INCUBATOR	1
TRANSPORT VENTILATOR (3 IN 1 - NEONATE, PEDIA, ADULT)	1
ULTRASONIC ENERGY SURGICAL SYSTEM	1
ULTRASOUND FOR RADIOLOGY	2
ULTRASOUND MACHINE FOR OB GYNE	1
VEIN FINDER/ SCANNER	15
VIDEO LARYNGOSCOPE FLEXIBLE	1

HEALTHCARE VISION

LIST OF EQUIPMENTS UNDER 50K

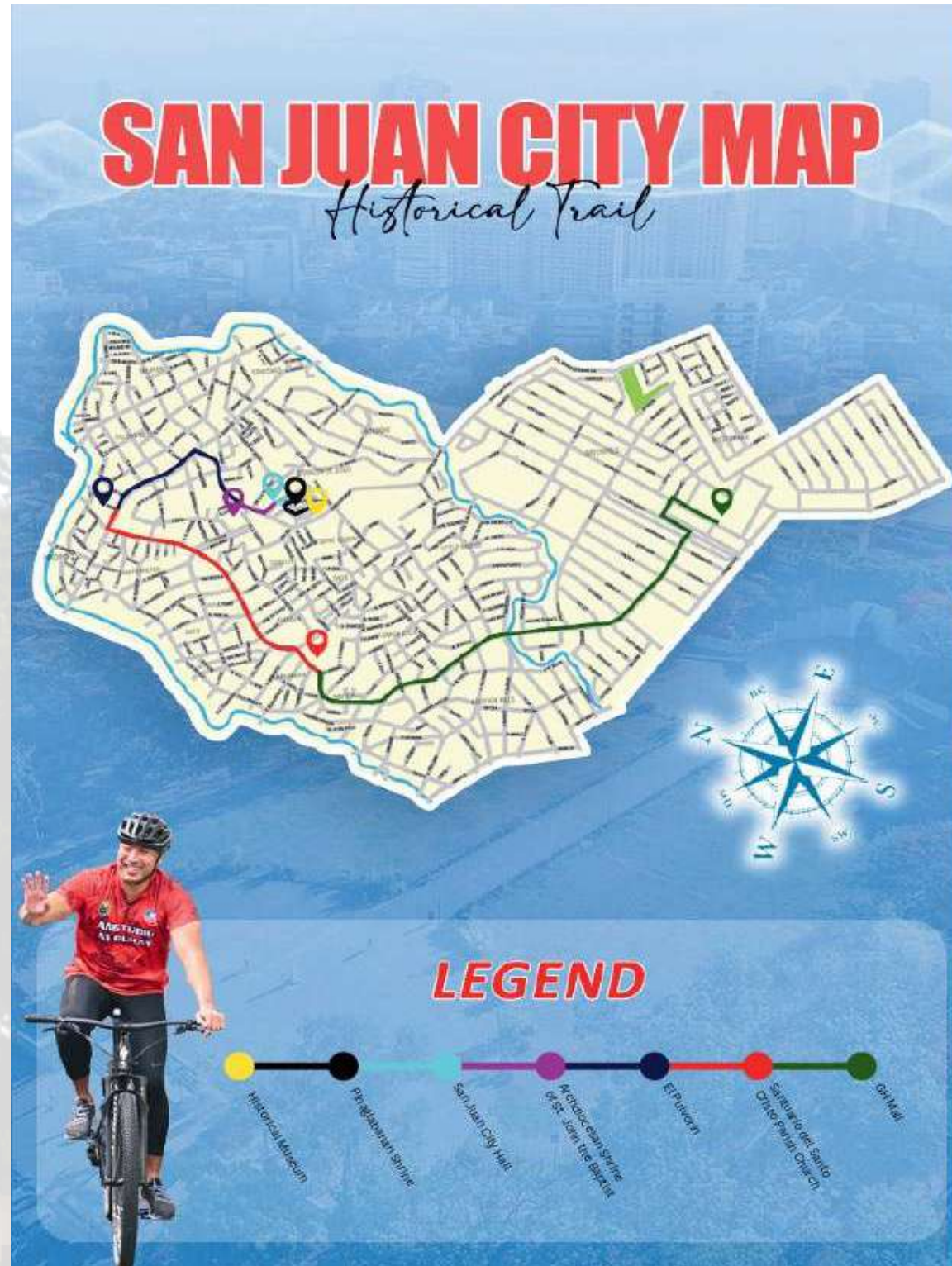


EQUIPMENT	QUANTITY
3 IN 1 TRIANGLE WEDGE	
PILLOWSPONGE CUSHION MULTI PURPOSE PILLOW @600/SET	4
BEDSIDE TABLE @ 10000 EACH	30
BLOOD & IV INFUSION WARMER @11,000/EACH	10
BREASTPUMP ELECTRIC @800 EACH	3
CARDIAC BOARD @ 2000 EACH	10
COMMODE @ 1,000 EACH	10
CRIBS FOR HOSPITAL @8000 EACH	10
CUTDOWN SET @ 20000 EACH	5
FETAL DOPPLER @2000 EACH	10
ERLENMEYER FLASK GLASS @800 EACH	5
EXCISION SET @2000 EACH	5
HEMOLOCK APPLIER (ALL SIZES) MEDIUM - LARGE 12 3/4" 5MM DIAMETER @26000 EACH	2
INFLATABLE MANNEQUIN @ 4000/EACH	10
KNEE PILLOW LEG PILLOW MEMORY FOAM SLIDE, WEDGE CONTOUES ORTHO PILLOW @ 500/SET	4
KNOT PUSHER – LAPAROSCOPY@ 8000 EACH	3
LAPAROSCOPIC TACKER 5MM DIAMETER,36CM LENGTH @30000 EACH	3
LARYNGEAL ALLIGATOR FORCEP@2000 EACH	5
LUMBAR PUNCTURE SET @30000 EACH	3

LUMBAR PUNCTURE SET @30000 EACH	3
MATTRESS	20
MEDICAL PARTITION @ 4500/ EACH	20
MINOR SURGERY SET @25000	4
OVERBED TABLE @3500 EACH	20
OXYGEN TANK HOLDER @ 7000 EACH	70
PATIENT GEL POSITIONING PADS FOR OPERATING ROOM @ 3,500/EACH	3
PERI LIGHT @2000 EACH	3
PORTABLE DENTAL SUCTION MACHINE @6000 EACH	3
ROLLING BP APPARATUS (W/ADULT & PEDIA CUFF) HEAVY DUTY @8000/EACH	25
SLIDING BOARD @2000 EACH	5
STETHOSCOPE NEONATE@12000 EACH HEAVY DUTY	5
STETHOSCOPE ADULT AND PEDIA @10000/EACH HEAVY DUTY	20
STRETCHER BED @ 12000	12
WALL SUCTION REGULATOR @3000 EACH	50
WHEELCHAIR BARIATRIC @ 35000 EACH	3
WHEELCHAIR HEAVY DUTY @4000 EACH	12

DEPT OF PHYSICAL AND REHAB MEDICINE	
ADL BOARD @3000 EACH	2
ANKLE WEIGHTS SET @ 12,000 EACH	2
DUMB BELLS SET @35,000 EACH	2
EXERCISE TRAMPOLINE	1
HAND AND FINGER EXERCISES	1
OVERHEAD PULLEY	1
PEDOMETER	1
POWER WEB EXERCISER	1
THERAPY MAT @2000 EACH	2
THERAPY ROLL @1000 EACH	2
THERAPY WEDGES @1000 EACH	2
TRAINING STAIRS	1
WOBBLE BOARD	1
DEPT OF OPHTHALMOLOGY	
ARGON LASER @8500 EACH	3
AUTOMATED PERIMETRY @6000 EACH	3
B-SCAN @3000 EACH	3
FLUORESCEIN ANGIOGRAPHY@ 8000 EACH	3
OPTICAL BIOMETRY @7000 EACH	3
OPTICAL COHERENCE TOMOGRAPHY@8000EACH	3
YAG LASER @5000 EACH	3
DEPT. OF ORL-HEAD AND NECK SURGERY	
BAYONET FORCEPS @1000 EACH	2
EAR PICK /CURRTE @250 EACH	2
ENT HEAD MIRROR @600 EACH	2
LARYNGEAL ALLIGATOR FORCEP @2000 EACH	2
LIGHT SOURCE @ 15000 EACH	2
MICRO EAR FORCEPS @1000 EACH	3
TAKAHASHI STRAIGHT FORCEPS @1000 EACH	3

MOBILITY VISION



MOBILITY VISION



Hop-On Hop-Off Electric Buses:

- Clockwise & counterclockwise routes
- Serves Tourism Circuit
- Functions as city mass transport system
- Supports sustainability goals



Integrated with:

- Parking reform
- Towing modernization
- Traffic modeling studies



GOVERNANCE PHILOSOPHY



Our PPP Principles:

- ✓ Legal compliance under RA 11966
- ✓ Institutional oversight
- ✓ Transparency through comparative challenge
- ✓ Legislative approval
- ✓ Public interest priority

PPP is not privatization — It is structured collaboration

SAN JUAN CITY IS



- **Small in land area**
- **Dense in population**
- **Limited in fiscal space**

But ambitious in vision.

Through disciplined PPP implementation, we aim to:

Deliver infrastructure faster

Maintain public accountability

Preserve fiscal stability

Build a truly Makabagong San Juan



THANK YOU

CITY OF SAN JUAN
GOVERNMENT CENTER